

ABSTRACT

Competition in the business world is becoming increasingly intense, especially in the beverage industry. Many beverage brands are competing to attract consumer attention. Coca-Cola one of the most valuable soft drinks, has spent a lot of advertising funds on digital marketing campaigns. However, sales data indicates a decline in profit margins for Coca-Cola over recent years. Coca-Cola has implemented product placement in NewJeans' "Zero" music video. In today's digital era, product placement is an effective strategy to influence purchasing decisions, complemented by electronic word-of-mouth (e-WOM) which disseminates brand information through social media.

Product placement is a strategic approach to influence consumer purchasing decisions by integrating a brand's products into an entertainment program. Additionally, electronic word-of-mouth (e-WOM) serves as a means of obtaining information, including consumer reviews and recommendations on digital platforms, thereby enhancing brand awareness and purchase decisions. This study aims to explore the impact of product placement and e-WOM on purchase decisions, with brand awareness as an intervening variable for Coca-Cola.

The research method used in this study is quantitative, incorporating both descriptive and causal analysis. The sampling technique applied is purposive sampling. The population in this research is consumers who have purchased Coca-Cola products and the sample used in this research was 400 people and among them met the criteria for this research. This study utilizes Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) analysis, using Smart-PLS 4.0 software.

The results of this study indicate a positive and significant influence of product placement and e-WOM on purchase decisions. Additionally, this study shows that brand awareness has a significant mediating effect on purchase decisions. The model in this study explains 56.0% of purchase decisions, which falls into the moderate category.

Based on these findings, Coca-Cola can: (1) optimize creative visual placement; (2) consider the duration and storyline when the brand is featured; (3) enhance promotional offers, seasonal discounts, or product bundling; (4) create engaging content related to consumer testimonials about the products offered.

Keywords: *Product Placement, e-WOM, Brand Awareness, Purchase Decision.*